



CONNELLFOLEY

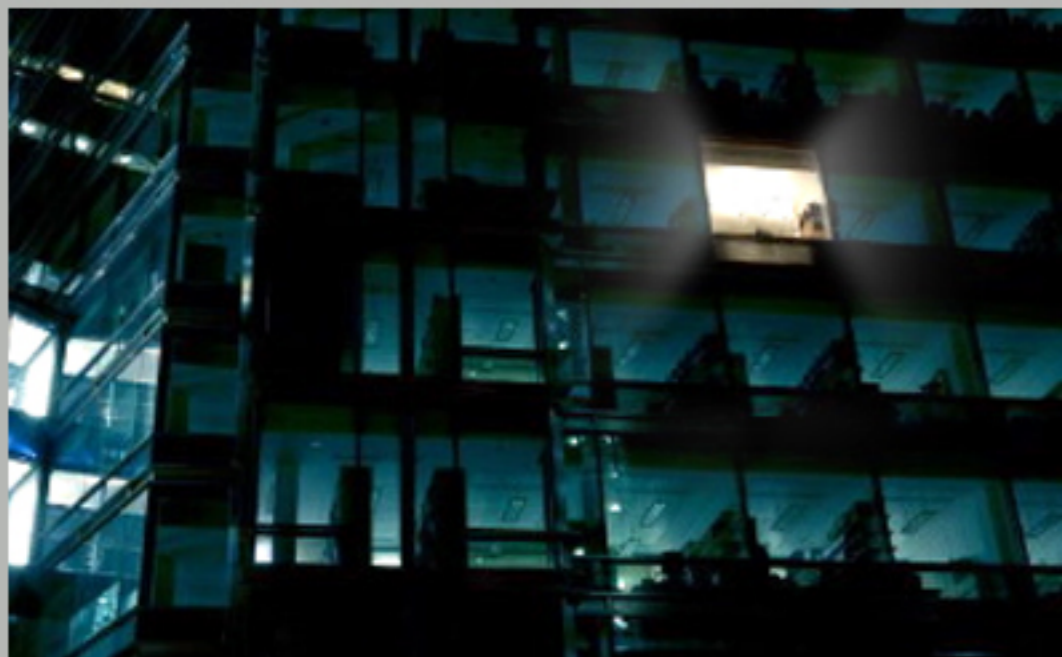
NO ROAD UNTRAVELLED

A single individual stands at a summit above a sea of clouds, a clean blue sky above and all the world below as he surveys his surroundings from a unique perspective. This is where Connell Foley often stands, their ability to see the big picture illustrated by his point of view. The clarity of the light and sharpness of imagery signify clear thought in any situation.



CONNELLFOLEY
KNOW-HOW, *NOT NO-WAY*

A tumultuous sea, full of adversity and unique challenges, is what's shown... but a steady hand just out of sight steers the ship out of danger. This is also the role the attorneys at Connell Foley play, quietly and professionally guiding their clients into safe harbor regardless of the conditions surrounding them.



CONNELLFOLEY
PASSION AND COMMITMENT NEVER TIRES

In the dead of night, a single light is burning in the Connell Foley office building, a symbol of the dedication, passion, and work ethic of the attorneys who staff the firm. While the world is at rest, your lawyers are still hard at work to make sure that their clients can sleep as soundly as anyone else, since Connell Foley stands guardian to their legal cares.



CONNELLFOLEY
FEAR IS FOR THE OTHER SIDE

Challenges are something Connell Foley meets head-on, with courage and confidence. The strong pose of the surfer demonstrates the way Connell Foley approaches adversity, plunging right into the core of the matter, making a splash ... and making an impact. The tension in his body is for his focus, but there is no anxiety; fear is not something that enters his mind.



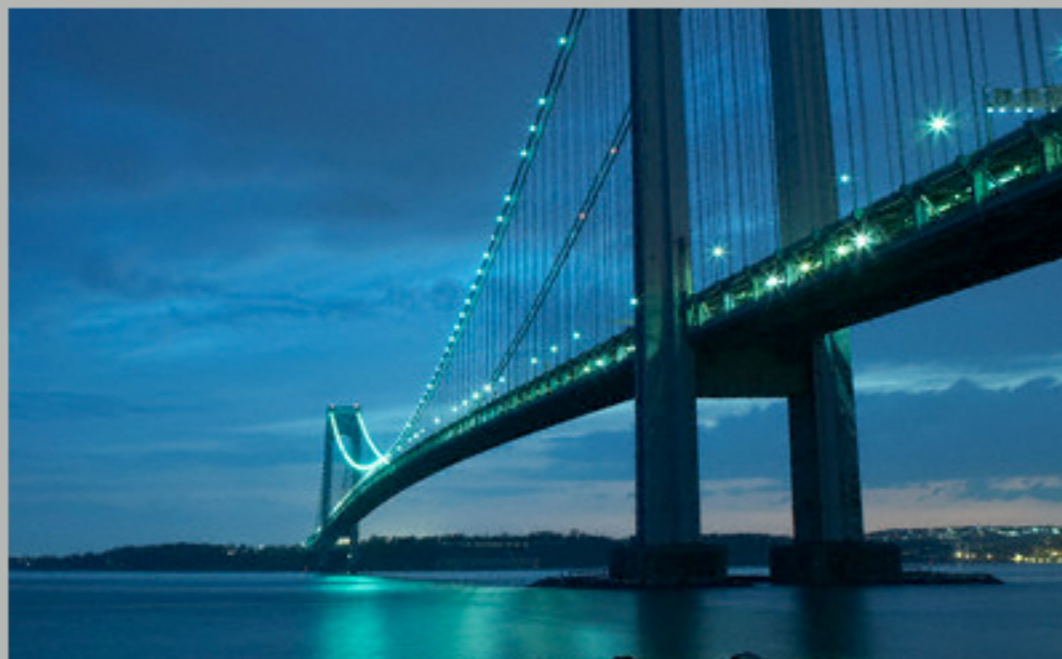
CONNELLFOLEY
FEAR IS FOR THE OTHER SIDE

The body language in this visual, along with the polished conservative attire and its aura of success demonstrates confidence and battle-readiness -- a daunting image. This perfectly illustrates the assuredness of the attorneys at Connell Foley, their take-no-prisoners and whatever-it-takes attitude, and their complete and utter lack of distress for whatever may come their way. Connell Foley is shown here as an opponent to strike fear into the hearts of others, while experiencing none themselves.



CONNELLFOLEY
FEAR IS FOR THE OTHER SIDE

Law may be the big machine at other firms, but at Connell Foley, it's more about heart. A perfect example? A scrappy dog, assertive, strong, and full of courage stands staring down the face of the truck showing no sign of weakness, nervousness, nor fear. The characterization in this image, with the Jack Russell symbolizing the team at Connell Foley, plays with stereotypes and turns them on their heads, reversing the perception of the large law firm into the humanized entity versus the mechanical, and softens the aggressiveness of the tagline for balance.



CONNELLFOLEY BUILT ON RESULTS

A beautiful bridge glittering in the twilight hours is suspended over a body of water, a symbol of the deceptively potentially treacherous situation the gargantuan structure was built for. Its pilings sit atop the bay, solid and trustworthy, just as the reputation of Connell Foley does over the sea of troubles they've overcome for their clients, as the water sits calm, thanks to the hard work of Connell Foley.